



## Memorandum

To: Members of City Council and Planning Board

From: David Driskell, Executive Director, Planning, Housing & Sustainability (PH&S)  
Susan Richstone, Deputy Director of Planning, PH&S  
Lesli Ellis, Comprehensive Planning Manager, PH&S  
Jean Gatza, Senior Planner, PH&S  
Caitlin Zacharias, Planner I, PH&S

Date: October 10, 2016

### **Re: Boulder Valley Comprehensive Plan (BVCP) Update - Draft Survey #2 Request for Feedback by Oct. 16, 2016**

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#### **Purpose**

Staff and consultants are seeking feedback from the City Council and Planning Board on the attached draft BVCP Survey. Council and board members will have time to ask questions and provide verbal feedback to staff at the Joint Public Hearing on Thursday, October 13. Otherwise, please send comments to: Lesli Ellis, Comprehensive Planning Manager, [ellisl@bouldercolorado.gov](mailto:ellisl@bouldercolorado.gov) and Dave Belin, RRC, [davidb@rrcassociates.com](mailto:davidb@rrcassociates.com) **by Sunday, October 16, end of day**. Questions to consider include:

1. Does the survey cover the right topics? *(Note: If we add questions, some may need to be removed to manage the size);*
2. Do you have any detailed suggestions regarding question wording, response choices, or graphics?

The survey draft will be available on the project website including a form to collect feedback on question clarity and topics. RRC will review and consider all feedback and will develop a final draft of the survey questionnaire ensuring that the questions are objectively worded.

#### **Background**

Earlier this year, the council and board members discussed a follow-up statistically-valid survey building on results from the 2015 survey of community opinions about the BVCP update. (See link to the full [2015 survey results](#) and [the report](#) without appendices.) The city has again contracted with the Boulder-based survey and research firm, RRC Associates to develop the survey and compile results.

This second survey for the BVCP aims to more deeply understand community opinions and preferences about key policy choices in particular related to future jobs and housing choices. Along with other public engagement and analysis, it will be an important step toward helping decision makers (City Council, Planning Board, and County Commissioners and Planning Commission) make targeted policy and land use changes to the draft BVCP. Council and Planning Board have both provided preliminary input on the types of questions the survey should address and principles to frame the 15-question survey, as noted below. To reflect that feedback, the survey needs to address tradeoffs, provide clear concise background information, frame questions objectively, and provide results that will aid in narrowing the range of options. The question topics include:

- ☐ **Introductory Questions** (e.g., familiarity with the Plan, overall direction of the community, etc.)
- ☐ **Jobs/housing balance:** including whether to reduce non-residential growth and/add new housing to achieve a better balance overall
- ☐ **Land use mix and character:** choices about whether housing and non-residential uses should occur in Boulder's various commercial centers, along commercial corridors, or in light industrial areas
- ☐ **Housing:** choices of types for different locations
- ☐ **Other key policies:** Local area planning priorities; community benefits - general and related to affordable housing and neighborhood character and improvements

Additional deeper input and discussion about key choices not on this draft survey can occur at Future Choices Forums throughout the community in November and December. The forums will be an opportunity to use the 3D mapping and visualization tools and have community members discuss specific questions about character and design that are not addressed in this draft survey because of limited space.

### Timing for Feedback on this Draft

Detailed feedback should be sent to Lesli Ellis by e-mail ([ellisl@bouldercolorado.gov](mailto:ellisl@bouldercolorado.gov)) and Dave Belin, RRC, [davidb@rrcassociates.com](mailto:davidb@rrcassociates.com) by **Sunday, October 16.**

### Survey Schedule

- Oct. 11 – 16            Draft survey available on BVCP website
- Week of Oct. 17       RRC will compile and review all suggestions for edits and revisions and using professional judgment will finalize the survey. City Council selected councilmembers Brockett and Weaver to resolve any conflicting recommendations regarding survey questions. CC and PB members can expect to receive a final draft of the survey as it “goes to print” on Oct. 24.
- Week of Oct. 31       Post cards sent
- Nov. 1 - Dec. 2        Survey open
- Nov. 14                Reminder post cards sent
- Dec. 3 - 16            Open online survey (non random sample version)
- January                Report of results

## Methodology

The BVCP Process Subcommittee has provided direction on the sample size and methodology for this survey based on the methodology from the 2015 survey and recommendations from staff and the consultant. RRC will randomly select 6,000 households in Areas I and II. Selected households will receive a postcard informing participants about how to access the survey online (with a unique code). Those selected may request a paper version. The post card will include information in Spanish encouraging recipients to take the survey. A second postcard will be sent to increase response rate.

The goal is to achieve a margin of error at the 95 percent confidence interval just under 3%, which is commonly accepted as statistically valid and is likely to provide a low margin of error even for cross-tabulation for certain characteristics. The 95 percent confidence interval means that if the survey were replicated 100 times, 95 of those times the results would be within the margin of error; 5 times out of 100 the results would be outside the margin of error.

Additionally, there will be an open online version of the survey available (starting in late November or early Dec.) for anyone to take, but results from the voluntary online survey will be kept separate from the random sample responses.